

ABSTRACT OF THE DISCLOSURE

A dual-ended key ring holder device that allows a key ring to be quickly released from one end. Provision is made for display of artwork or advertising and a space inside the 5 holder is provided for storing a currency note. The device employs a strong attractive magnetic force produced by two permanent magnets to ensure that a removable key-ring portion is normally held tightly to the holder. The device is small in size, inexpensive and reliable.